Contract Agreement Between:

CONTRACT

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000
WLWT-TV/DT CINCINNATI
www.wlwt.com

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract / Revision	Alt Order #
951282 /	06313549

Product
CROSSROADS GPS 30S

Contract Dates	Estimate #
09/14/12 - 09/23/12	984

Advertiser	Original Date / Revision
Crossroads GPS	09/13/12 / 09/13/12

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	**Account Executive**	**Sales Office**
WLWT	Mica Hansen	HRP -Washingt

Special Handling

Demographic
Adults 25+

IDB#	Advertiser Code	Product Code
	12	11

Agency Ref	Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WLWT	09/14/12	09/21/12	11-1135p M-Su	11-1135p		:30			NM	2	$3,400.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	----1--	1	$1,700.00							
Week:	09/17/12	09/23/12	----1--	1	$1,700.00							
N 2	WLWT	09/14/12	09/21/12	530-6p M-F news	530-6p		:30			NM	2	$1,700.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	----1--	1	$850.00							
Week:	09/17/12	09/23/12	----1--	1	$850.00							
N 3	WLWT	09/14/12	09/21/12	6-630p M-F news	6-630p		:30			NM	2	$2,400.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	----1--	1	$1,200.00							
Week:	09/17/12	09/23/12	----1--	1	$1,200.00							
N 4	WLWT	09/14/12	09/21/12	6-7a news	6-7a		:30			NM	2	$1,600.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	----1--	1	$800.00							
Week:	09/17/12	09/23/12	----1--	1	$800.00							
N 5	WLWT	09/14/12	09/21/12	NBC Today Show	7-9a		:30			NM	2	$3,000.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	----1--	1	$1,500.00							
Week:	09/17/12	09/23/12	----1--	1	$1,500.00							
N 6	WLWT	09/17/12	09/17/12	11-1135p M-Su	11-1135p		:30			NM	1	$1,700.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/17/12	09/23/12	1------	1	$1,700.00							
N 7	WLWT	09/17/12	09/17/12	530-6p M-F news	530-6p		:30			NM	1	$850.00
Class of Time - Immediately Pre-emptible without notice												

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

WLWT-TV/DT CINCINNATI
www.wlwt.com

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

Contract / Revision	Alt Order #
951282 /	06313549

Contract Dates	Product	Estimate #
09/14/12 - 09/23/12	CROSSROADS GPS 30	**984**

Advertiser	Original Date / Revision
Crossroads GPS	09/13/12 / 09/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	1------	1	$850.00						
N 8	WLWT	09/17/12	09/17/12	6-630p M-F news	6-630p		:30			NM	1	$1,200.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	1------	1	$1,200.00						
N 9	WLWT	09/17/12	09/17/12	6-7a news	6-7a		:30			NM	1	$800.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	1------	1	$800.00						
N 10	WLWT	09/17/12	09/17/12	NBC Today Show	7-9a		:30			NM	1	$1,500.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	1------	1	$1,500.00						
N 11	WLWT	09/15/12	09/22/12	11-1135p M-Su	11-1135p		:30			NM	2	$3,400.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	-----1-	1	$1,700.00						
Week:		09/17/12	09/23/12	-----1-	1	$1,700.00						
N 12	WLWT	09/15/12	09/22/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	$800.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	-----1-	1	$400.00						
Week:		09/17/12	09/23/12	-----1-	1	$400.00						
N 13	WLWT	09/16/12	09/23/12	NBC MEET THE PRESS	NBC MEET THE P		:30			NM	2	$4,000.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	------1	1	$2,000.00						
Week:		09/17/12	09/23/12	------1	1	$2,000.00						
N 14	WLWT	09/16/12	09/23/12	Late News after NFL	Late News		:30			NM	2	$2,800.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	------1	1	$1,400.00						
Week:		09/17/12	09/23/12	------1	1	$1,400.00						
N 15	WLWT	09/16/12	09/23/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	$800.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	------1	1	$400.00						
Week:		09/17/12	09/23/12	------1	1	$400.00						
N 16	WLWT	09/16/12	09/23/12	NBC Sunday Today	Su8-9a		:30			NM	2	$4,000.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	------1	1	$2,000.00						
Week:		09/17/12	09/23/12	------1	1	$2,000.00						
N 17	WLWT	09/20/12	09/20/12	11-1135p M-Su	11-1135p		:30			NM	1	$1,700.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	---1---	1	$1,700.00						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000
www.wlwt.com

Contract / Revision	Alt Order #
951282 /	06313549

Contract Dates	Product	Estimate #
09/14/12 - 09/23/12	CROSSROADS GPS 30	**984**

Advertiser	Original Date / Revision
Crossroads GPS	09/13/12 / 09/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
N 18	WLWT	09/20/12	09/20/12	530-6p M-F news	530-6p		:30			NM	1	$850.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	---1---	1	$850.00						
N 19	WLWT	09/20/12	09/20/12	6-630p M-F news	6-630p		:30			NM	1	$1,200.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	---1---	1	$1,200.00						
N 20	WLWT	09/20/12	09/20/12	6-7a news	6-7a		:30			NM	1	$800.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	---1---	1	$800.00						
N 21	WLWT	09/20/12	09/20/12	NBC Today Show	7-9a		:30			NM	1	$1,500.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	---1---	1	$1,500.00						
N 22	WLWT	09/18/12	09/18/12	11-1135p M-Su	11-1135p		:30			NM	1	$1,700.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	-1-----	1	$1,700.00						
N 23	WLWT	09/18/12	09/18/12	530-6p M-F news	530-6p		:30			NM	1	$850.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	-1-----	1	$850.00						
N 24	WLWT	09/18/12	09/18/12	6-630p M-F news	6-630p		:30			NM	1	$1,200.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	-1-----	1	$1,200.00						
N 25	WLWT	09/18/12	09/18/12	6-7a news	6-7a		:30			NM	1	$800.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	-1-----	1	$800.00						
N 26	WLWT	09/18/12	09/18/12	NBC Today Show	7-9a		:30			NM	1	$1,500.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	-1-----	1	$1,500.00						
N 27	WLWT	09/19/12	09/19/12	11-1135p M-Su	11-1135p		:30			NM	1	$1,700.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	--1----	1	$1,700.00						
N 28	WLWT	09/19/12	09/19/12	530-6p M-F news	530-6p		:30			NM	1	$850.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	--1----	1	$850.00						
N 29	WLWT	09/19/12	09/19/12	6-630p M-F news	6-630p		:30			NM	1	$1,200.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

WLWT-TV/DT CINCINNATI
www.wlwt.com

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

Contract / Revision	Alt Order #
951282 /	06313549

Contract Dates	Product	Estimate #
09/14/12 - 09/23/12	CROSSROADS GPS 30	**984**

Advertiser	Original Date / Revision
Crossroads GPS	09/13/12 / 09/13/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	--1----	1	$1,200.00						
N 30	WLWT	09/19/12	09/19/12	6-7a news	6-7a		:30			NM	1	$800.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	--1----	1	$800.00						
N 31	WLWT	09/19/12	09/19/12	NBC Today Show	7-9a		:30			NM	1	$1,500.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	--1----	1	$1,500.00						
										Totals	42	$52,100.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/23/12	42	$52,100.00	$44,285.00
Totals	42	$52,100.00	$44,285.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:

I, Stephanie Maroney
do hereby request station time concerning the following issue:

Crossroads GPS (Grassroots Policy Strategies)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes ☒ No

Copyright © 2011 by the National Association of Broadcasters. May Not Be Copied, Reproduced, or Further Distributed.

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS, 1404 New York Ave. NW, Washington DC 20005
Margee Clancey-Treasurer Steven Law- Board Chairman (703)989-6167

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least 24 before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

9/12/12		703-299-1760
Date	Signature	Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ Accepted ☐ Accepted in Part ☐ Rejected

Signature	Printed Name	Title

Copyright © 2011 by the National Association of Broadcasters. May Not Be Copied, Reproduced, or Further Distributed.